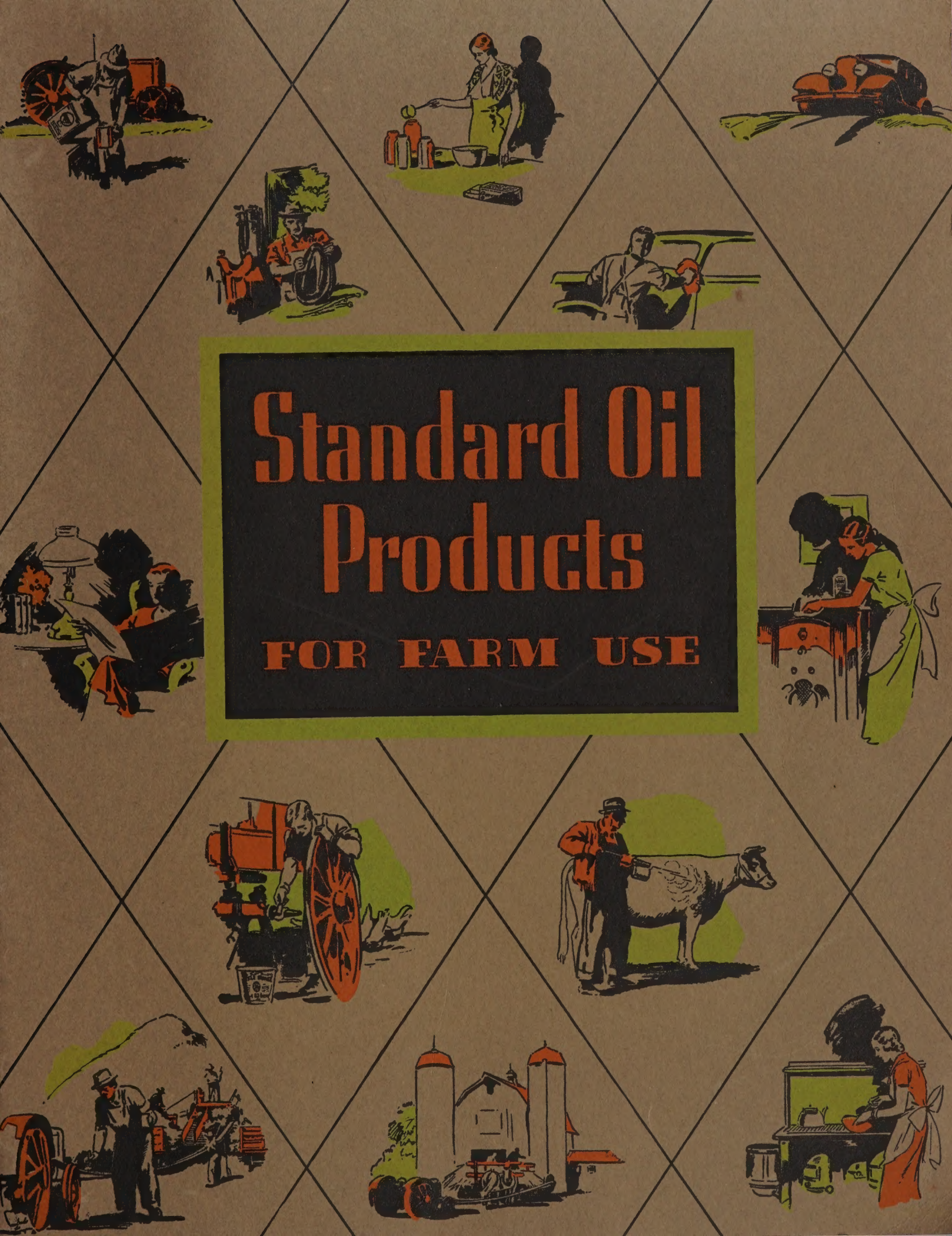




Standard Oil Products

FOR FARM USE

PURPOSE

SO MANY pieces of literature are being offered to farmers today from various sources, that Standard Oil Company feels there is a real need for a single informative booklet covering the uses of petroleum products on the farm.

The purpose of this book, therefore, is to present in a single volume recommended uses for all Standard Oil Company products made for the farm.

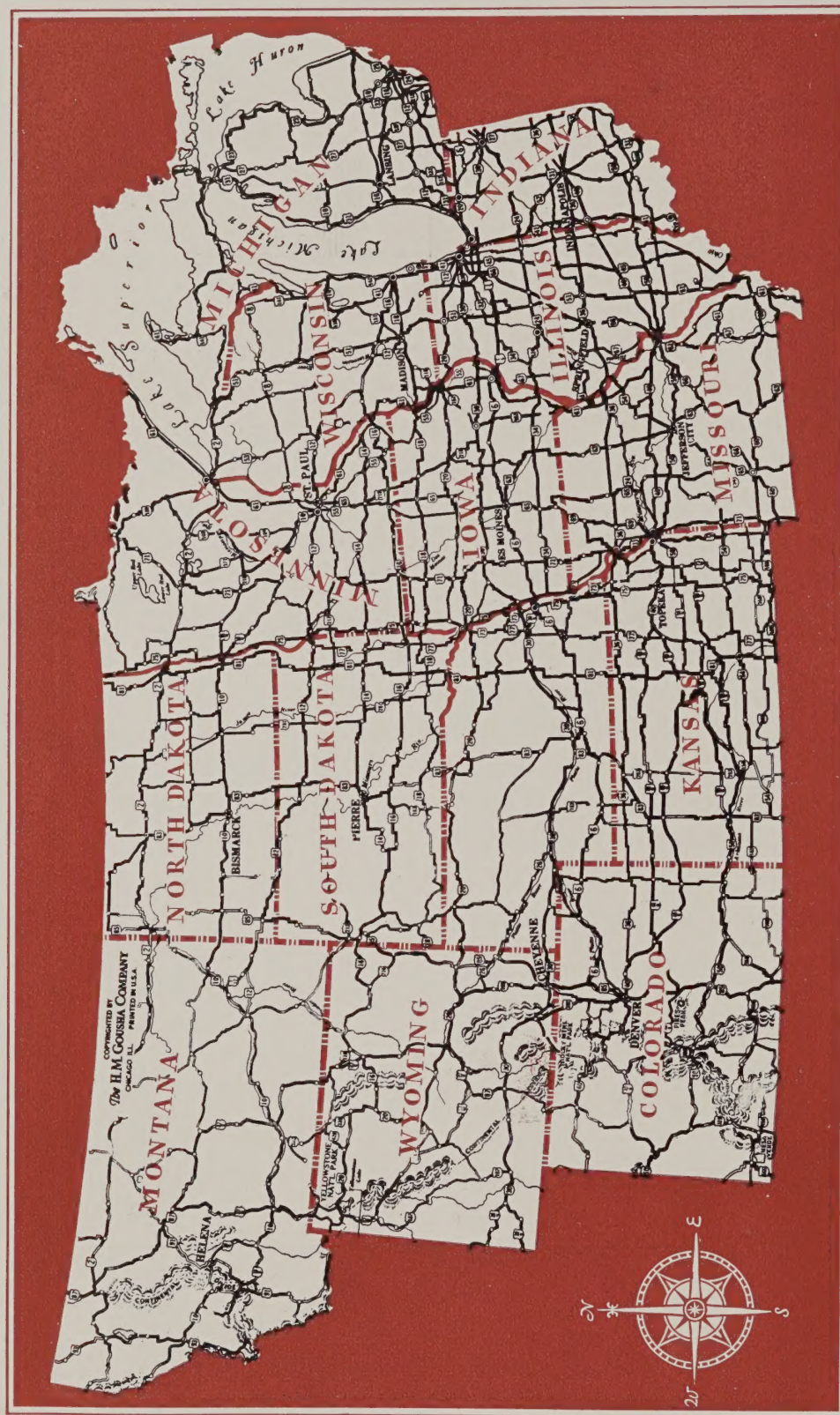
These products have been carefully classified according to their chief uses in three main divisions: (1) for general farm use; (2) for motor cars, trucks, tractors and farm machinery; (3) for general household purposes.

Your Standard Oil Agent or nearest Standard Oil Service Station can supply any of the products listed in this booklet or tell you where you can get them.

An index and checking list of each product's separate uses will be found at the back of this booklet.



STANDARD OIL COMPANY



MAP OF STATES IN WHICH STANDARD OIL COMPANY (INDIANA) PRODUCTS AND SERVICES ARE AVAILABLE

In these 13 States, Standard Oil Company (Indiana) offers a complete line of high-quality petroleum products for farm use. Through its tank wagon agents it delivers them to your farm. The States include Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Montana, North Dakota, South Dakota, Wisconsin, and Wyoming



An *Authority* in your field

WELCOME the Standard Oil Agent!

Phone him . . . Hail him . . . Consult him . . . He is an authority on petroleum products and their uses in your field.

And he comes to you equipped with the knowledge gained from more than forty years of experience in supplying petroleum products for farm use. Through specialized training, sales schools and periodical conferences he has amassed a wealth of valuable farm information that is worth money to you.

He *knows* the products he sells, and he *knows* their uses!

Only because of the vast producing facilities of the Standard Oil Company, its renowned scientists, its huge volume of sales, and its immense distributing organization, can the Standard Oil Agent bring you these *values*.

A CONVENIENCE IN YOUR CITY. When you drive into town stop at a Standard Oil Service Station . . . have your windshield cleaned . . . the air in your tires checked . . . your radiator filled . . . every little detail in servicing your car attended to by cheerful Standard Oil Service Station attendants.



STANDARD OIL

*will allow no one
to undersell it on*

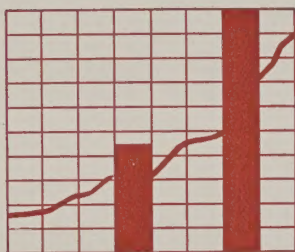
VALUE



A WORD ABOUT THE STANDARD OIL COMPANY

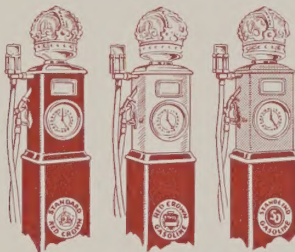
... its products, policies and prices

STANDARD OIL COMPANY was the pioneer, and it still leads, in the development and distribution of petroleum products for use on the farms of the middle west. For nearly half a century this company, by utilizing every improvement that science and experience could suggest, has kept the quality of its products and service well in advance . . . and its prices fair and equitable at all times.



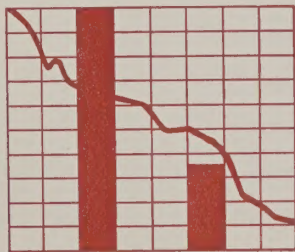
QUALITY

Year after year the Standard Oil Company has improved its refinery methods. This has enabled it to keep abreast and ahead of mechanical developments. An outstanding illustration of this fact is found in Standard Oil gasolines with their higher anti-knock rating and their adjustment to seasonal needs the year around.



SERVICE

The Service which the Standard Oil Company is prepared to render its farm customers also has been steadily increased and improved. Today there are but few farms in the middle west where *Standard* products cannot be delivered regularly. Service stations and other retail outlets are conveniently located all over the territory to enable motorists to supply their needs wherever they may be.



PRICE

In the face of greatly increased demand, higher labor costs, and the heavy burden of taxes levied against the petroleum industry, the Standard Oil Company has succeeded in maintaining a price level for its products so low as to make them easily available. This has done much to promote the use of labor-saving machinery on the farm, thereby contributing to the farmer's material welfare.



A typical mid-western farm . . . fine, comfortable home, well-equipped barn, big silo, neat looking buildings. Here, as on thousands of other farms, Standard Oil products contribute directly to the health, happiness, and general well-being of the entire family. The pages that follow tell you about these products and their widely varied uses.

MANY prospective users of Standard Oil farm specialties are surprised to learn in how many ways these carefully made products can serve them.

When you become completely informed about Standard Oil products, you will realize how they can save you money and at the same time increase the quality of many of the things you sell. For instance, there are harness and belt dressings which preserve leather and canvas; fly sprays which repel flies from the cows, making them easier to milk and often increasing milk yield; fruit tree oil-sprays which improve the product of your orchard by controlling injurious insects; fuels and lubricants for motor cars and tractors; and many, many others which will be of service to you every day of the year.

The Standard Oil Agent will be glad to give you more complete information and to quote *delivered* prices on large or small quantities of the products described in this booklet.

STANDARD OIL PRODUCTS

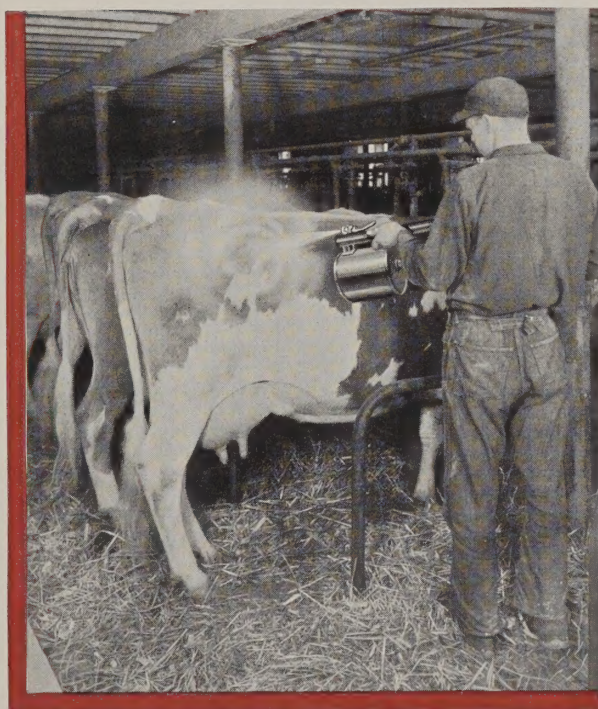
for General Farm Use

THE MILK HOUSE . . .

THE ORCHARD . . .

and THE BARN

AT THE time of its organization, the Standard Oil Company produced only the few petroleum products which were then in active demand. To-day the list of products which this company manufactures from crude petroleum is long and varied. Many of these have become real necessities on well-operated farms for they make possible a vast saving in human labor. In numerous cases they add directly to farm profits by eliminating repair bills due to unnecessary wear and tear on equipment. There are but few farm operations today that do not make use of one or more Standard Oil farm products.



New Bovinol breaks up into a fine mist-like spray which clings to the hair on the cows. It kills flies immediately upon coming in contact with them, making the cows quieter at milking time.

New Bovinol

NEW BOVINOL has become a positive necessity on every dairy farm where it has had an opportunity to prove its worth. This is shown by the steadily increasing demand for it and by the enthusiastic endorsement it receives everywhere. The reason is simple—New Bovinol repels flies, killing those which come in direct contact with the spray. The cows no longer switch and kick at flies while being milked.

You will find that New Bovinol applied each morning permits your cows to feed normally all day, unmolested by flies. Thus the usual summer drop in milk yield is not experienced. In fact, the yield is often increased.

New Bovinol is clean-smelling, too, having none of the offensive odors ordinarily associated with cow sprays.

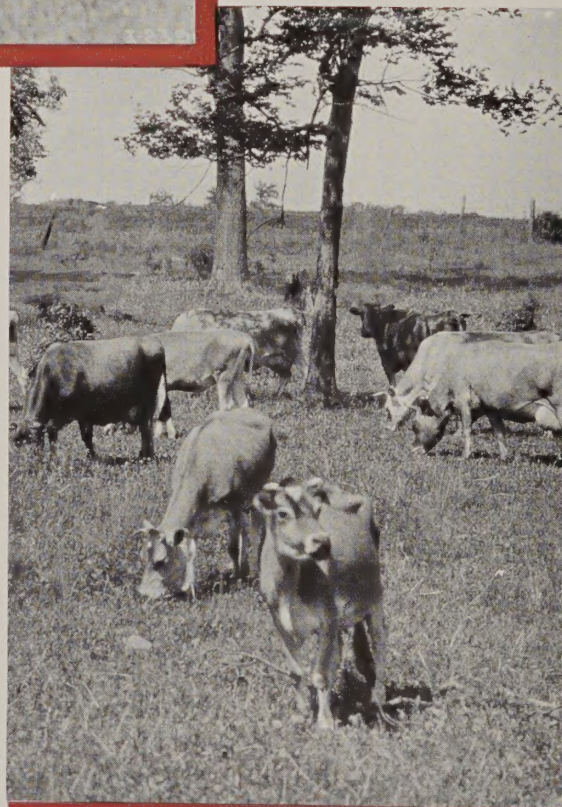
Sold in Barrels, $\frac{1}{2}$ Barrels, 15-gal. Drums, 5-gal. and 1-gal. Cans.





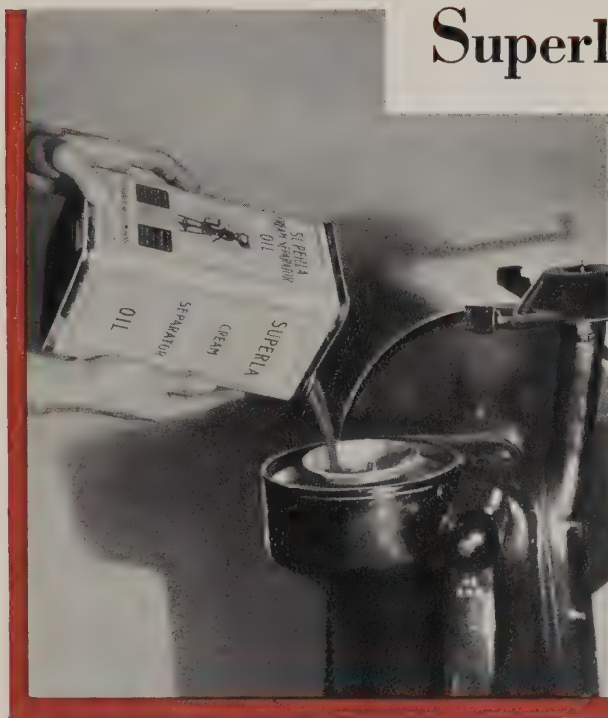
Even the best of harness becomes brittle and cracked, causing it to break under strain, as soon as the natural oils dry out. Eureka Harness Oil takes the place of these natural oils, keeping the leather pliable, thereby increasing its life.

Superla Cream Separator Oil is especially refined to permit it to stay on the high speed gears and penetrate the close-fitting bearings of your cream separator.



Contented cows give more milk. New Bovinol, applied with a recommended sprayer at milking time each morning, keeps the flies away so the animals can feed in peace all day.

Superla Cream Separator Oil



When you fill the oil reservoir of your separator with Superla Cream Separator Oil you can be sure that you have the best and safest lubrication that money can buy.

YOUR cream separator was designed to be operated at a definite speed in order to give complete separation of cream and skim milk. When you turn the machine below this speed, part of the cream goes into the skim-milk spout and is lost—fed to the hogs and calves. This makes pretty expensive stock food, you must admit.

Superla Cream Separator Oil makes your machine turn easier so the proper speed can be maintained all the time—so you get *all* the cream. Superla penetrates to the heart of the fine, high-speed bearings, lubricating perfectly, because it is especially refined for this purpose. It eliminates gumming of the bearings and excessive wear to gears and other parts. It prevents rust and corrosion of the metal.

Even the best-grade engine or automobile oils fail to lubricate properly the high-speed bearings of your separator. Use Superla Cream Separator Oil regularly for smooth, easy turning—and complete separation of the cream.

Available in 5-gal., 1-gal., ½-gal., and 1-qt. Cans—also larger containers.

Eureka Harness Oil

DID you ever stop to think of how much it would cost to replace all your present harness? No doubt it would take quite an outlay of money. This thought emphasizes the necessity of taking proper care of the harness you now have.

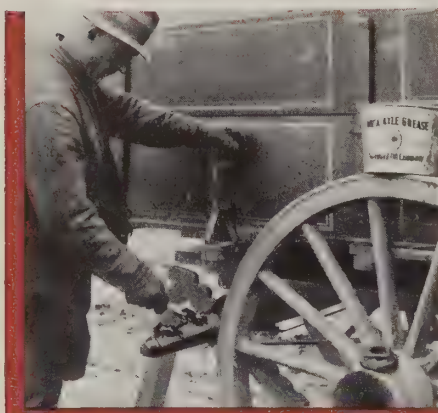
New Harness is soft and pliable because of the natural oils contained in the leather. However, when it is exposed to the sun and rain and the sweat of horses, this oil soon dries out. Unless the natural oil is replaced, the leather becomes hard, causing it to crack and wear excessively.

Eureka Harness Oil applied and rubbed well into the leather keeps it soft and pliable by replacing the natural oils. The life of your harness is easily doubled by the regular use of this oil—with a resulting decrease in upkeep expense which is equivalent to extra income. Treat your harness during the off season and have it in good condition for the rush of heavy field work. Eureka Harness Oil is surprisingly inexpensive. Five gallons will treat 8 to 10 sets of ordinary harness.

Sold in Barrels; ½-Barrels; 15-gal. Drums; 5-gal., 1-gal., ½-gal. and 1-qt. Cans.



A can of Eureka Harness Oil, an old tub, and a few minutes of time is all this man needed to rejuvenate his harness and prolong its useful life. The saving more than pays for the time and oil.



Every farmer knows the long-lasting qualities of Mica Axle Grease for lubricating wagons, corn plows and other farm machinery.

Mica Axle Grease

EVERYONE knows the value of good, old-fashioned Mica Axle Grease for greasing farm wagons, corn plows, and similar farm equipment. It has been the standard lubricant for more than fifty years.

Thousands of farmers have found that Mica kills hog lice. And hogs free from lice are healthier hogs. They fatten easier and faster, on less corn. That means money in your pocket. The grease is easily applied through the serviceable Nu-Way Hog Greaser, or by a simple, home-made greasing post. The hogs help themselves.

Also, a thin coat of Mica spread on plow shares, disks, planter and drill shoes, etc., prevents rust while the machines are stored during the winter months.

Packed in bbls., $\frac{1}{2}$ bbls.; 100-lb. Drums; 25-lb., 15-lb., and 10-lb. Pails; and 3-lb. and 1-lb. Tins.

Eureka Belt Dressing

A SLIPPING BELT on any machine means loss of power—waste. It means waste of fuel, wear and tear on the belt, and uneven power delivered to the driven machine.

Eureka Belt Dressing keeps belts pliable so they cling to the pulleys and deliver as near 100% of the power produced as is possible for a belt to do. Eureka Belt Dressing adds extra years of service to leather and canvas belts. It contains no gum, tar, acid, alkali, or other injurious substances. This dressing is *not* recommended for rubber or composition belts.

A small amount of Eureka applied on husking mitts keeps them soft and pliable, shutting out the moisture which causes sore hands during husking time.

Sold in 25-lb., 10-lb., 5-lb., and 1-lb. Tins—also larger containers.



Eureka Belt Dressing is applied to the *outside* of the belt. It penetrates all the way through, keeping the leather or canvas soft and pliable.



Finol is put up in 4-oz. and 8-oz. Oilers for every-day use and in 1-gal. and 5-gal. Cans, 15-gal. Drums, $\frac{1}{2}$ -Barrels and Barrels for mixing with the fuel in your tractor, truck, or car.

Finol—*mix it with the fuel*

FINOL, a light, highly refined lubricating oil, has long been recommended and used as a top-cylinder lubricant in both new and broken-in automobile motors. Finol is mixed right with the gasoline in the tank—one quart to ten gallons of gas. It is completely soluble and is injected into the cylinders with the gas, thoroughly lubricating valve stems and cylinder walls.

Many tractor operators are using Finol in their tractors to prevent sticky valves and scored cylinder walls. Just remember that a tractor motor operates under *full load* from the very beginning—no chance to “drive slowly for the first 500 miles” to break it in. Tractor engines broken in with Finol perform better all their lives. Many farmers use it all the time. Finol gives positive top-cylinder lubrication from the very first “pop” regardless of the weather.

Finol is also the perfect lubricant for magnetos, generators, etc. It has dozens of household uses, too.



Look at this Nu-Way Hog Greaser. It holds eighteen to twenty pounds of Mica Axle Grease. The grease is fed out automatically as the hogs rub themselves against the machine, killing the lice and improving the condition of the animal's skin.

Finol is poured right into the fuel tank in the proportion of about one quart to ten gallons of gasoline. It feeds directly into the cylinders through the carburetor, lubricating the valve stems and cylinder walls thoroughly the instant the motor starts.



A good leather or canvas belt represents an investment worth taking care of. It will last through many extra seasons, if it is kept soft and pliable. In addition, Eureka Belt Dressing makes belts cling to the pulleys, transmitting 100% of power developed *all* the time.



Dendrol Dormant Spray Oil

DENDROL DORMANT SPRAY OIL will help you produce more and better-quality fruit. It does this by destroying or controlling certain destructive insects on fruit trees. Scale insects, red mite, leaf rollers, and others injure the vitality of the trees and destroy or mar the fruit. Dendrol is especially designed to control these pests.

Dendrol lowers the cost of spraying because it is highly concentrated and is so made that a given amount of it will make more diluted spray than most products of this kind. A barrel of Dendrol covers more trees at lower cost per tree!

This highly effective spray oil has been produced, and recommendations for its use are made, as a result of eight years of intensive cooperative investigation and scientific research by the Crop Protection Institute and the Standard Oil Company. This work has been supplemented and enlarged during more than six years by experiments at various state Agricultural Experiment Stations and through constant commercial use.

Dendrol has also proved its worth as a most reliable spray for killing certain insects which affect shade trees and shrubbery. It is always applied while the trees or shrubs are in a dormant (winter) condition.

Once the concentrated oil is mixed with water, it stays mixed—Dendrol never settles to the bottom of the tank. This uniform mixture gives every twig of the tree the same strength of mixture. Its killing power at a given concentration is always the same.

For more complete information, write Standard Oil Company, Chicago, for a special "Dendrol Dormant Spray Oil" booklet.

Sold in Barrels, 1/2-Barrels, 15-gal. Drums, and 5-gal. Cans.



Applying Dendrol as a delayed dormant spray on beautiful Elm trees on the campus of Purdue University, Lafayette, Indiana. Inserts: Top, Oyster Shell Scale (Adult Female Scales about half natural size—courtesy U. S. Dept. of Agri.); Center, Apple Buds infested by newly hatched Aphids (slightly enlarged—courtesy U. S. Dept. of Agri.); Bottom, San José Scale (Adult Female Scales slightly enlarged—courtesy Ohio Agri. Exp. Sta.)



Verdol Summer Spray Oil

Just as Dendrol is designed as a spray for trees in dormant (winter) condition, so Verdol Summer Spray Oil utilizes the effective and unique insect-controlling properties of petroleum oil during the summer or growing season. It is applied when fruit and shade trees and decorative shrubs are in full leaf.

Newly discovered facts show how you can use Verdol to reduce greatly the amount of wormy fruit usually appearing in your orchard. Verdol also aids in growing finer, healthier flowers and shrubs, free from plant lice, red spider, and similar insect pests. It is used regularly in greenhouses for the control of the greenhouse white fly and other insects which attack plants growing indoors.

Certain portions of the petroleum oil which might injure growing plants has been removed, making Verdol safe for application on both foliage and fruit.

Like Dendrol, Verdol Summer Spray Oil is a highly concentrated product which mixes easily and completely with hard or soft water. Because of its concentrated form, it is effective even though used in weak solutions. It is decidedly economical to use—a little bit goes a long way in covering trees and plants.

The thoroughly scientific study which Verdol has undergone forms an accurate basis for making specific and reliable recommendations for its use in controlling many kinds of insect pests.

For more complete information concerning Verdol, write the Standard Oil Company, Chicago, for a special booklet entitled, "Verdol Summer Spray Oil."

Sold in Barrels, $\frac{1}{2}$ -Barrels, $13\frac{1}{2}$ -gal. Drums, and 5-gal. and 1-gal. Cans.



Verdol may be applied with almost any kind of power or hand-operated spraying apparatus. It breaks up into a fine mist and clings to leaves, twigs, and fruit. Inserts: Top, Rose Aphids on tender rose terminals (courtesy Pa. Dept. of Agri.); Center, Adult Codling Moth on under side of apple leaf (courtesy U. S. Dept. of Agri.); Bottom, Codling Moth Worm injury on side of fruit (courtesy U. S. Dept. of Agri.).



Thresher Hard Oil — for grease cups on heavy farm machines.

Thresher Hard Oil

THIS is a superior lubricant for use in grease cups of threshing machines and other farm equipment. It is also very satisfactory for all open bearings where a heavier-than-oil lubricant must be used to exclude dust and dirt.

Packed in 10-lb., 5-lb., 3-lb., and 1-lb. Tins—and larger containers.

Capitol Cylinder Oil

CAPITOL CYLINDER OIL is a medium-body, dark green oil of very wide application in steam cylinder lubrication. It is recommended for traction engines, portable steam engines and similar equipment where a good-quality steam cylinder oil is required.

Sold in 5-gal. and 1-gal. Cans—also in Barrels and 1/2-Barrels.

Merusol Liquid Petrolatum

THIS is a high-grade white mineral oil of medium body recognized and used extensively by live stock producers as an internal lubricant for horses, cattle, hogs, and sheep. Merusol is not digestible and does not affect the secretion or action of digestive fluids. Many breeders use Merusol regularly, with excellent results, for their live stock during the gestation period.

Sold in 5-gal. and 1-gal. Cans—and larger containers.



Capitol Cylinder Oil — a high-grade steam cylinder lubricant.

Refined Paraffine Wax

MORE and more each year, farmers throughout the middle west are using Refined Paraffine Wax to prevent silage waste due to molding and freezing. It saves hundreds of tons of silage that would otherwise be lost.

The wax is melted and painted on the inner wall

with a whitewash brush as the silo is being filled, thus no scaffolding is needed. It hardens immediately, forming an air-tight coating to which the ensilage will not adhere.

Refined Paraffine Wax is also used to coat cistern walls. It serves the double purpose of stopping leaks and preventing seepage into the cistern.

Packed in 10-lb. Slabs—in Bags or Cases of 100 to 230 lbs. each.

Dendrol Nursery Wax

A SINGLE dipping in Dendrol Nursery Wax prevents trees, shrubs, scionwood and scions from drying out or dying while in storage or transit. It also promotes a healthier and surer growth after transplanting or grafting. Insist upon waxed nursery stock for best results.

Sold in 45-lb. Fibre Cases.



A thin coat of Asphalt Primer on metal roofs prevents rust.



Treating posts by dipping the butts in Preserving Asphalt.

No. 1 Korite

NO. 1 KORITE is a pure asphalt of highest quality for surfacing paper roofs that are not intended to be covered with roofer's gravel, and for coating concrete or metal surfaces that are first primed with Asphalt Primer Coat. It is important that No. 1 Korite be applied hot.

Sold in 25-lb. Pails—also in 400-lb. Drums.

Stanolind Battery Seal

STANOLIND BATTERY SEAL is a high-grade asphalt often used on the farm for filling cracks in concrete floors and walls and as a filler in tree surgery. It must be applied in a heated condition. When used for tree surgery, dead and decayed wood should be thoroughly removed before application is made.

Sold in 25-lb. Pails—also in 400-lb. Drums.

Asphalt Primer Coat

THIS product consists of an asphalt base reduced to liquid form with fast drying solvents. Primer Coat is used on metal roofs and for priming surfaces upon which a coat of hot No. 1 Korite is to be applied later. It is applied cold with a brush. Primer Coat must be handled with the same care as gasoline.

Available in Barrels and 1/2-Barrels.



Repairing in time often saves replacing the whole roof.

Liquid Coating Asphalt

STANOLIND LIQUID COATING ASPHALT consists of an asphalt base reduced to heavy liquid form with fast drying solvents. It is applied cold. It is used for coating paper roofs and concrete walls, and filling fine cracks in concrete. It

should not be used when water shed from the roof is collected in a cistern and must be handled as carefully as gasoline.

Available in Barrels and 1/2-Barrels.

Waterproofing Concrete Oil

STANDARD WATERPROOFING CONCRETE OIL is a special oil intended to be mixed with concrete before it is poured, to act as a waterproofing agency. The oil is used in a proportion of about 2 1/2 quarts for each bag of cement in the mixture.

Sold in Steel Barrels.

Wood Preserving Liquid Asphalt

THIS product is used for water-proofing timber to retard decay and rot, thereby prolonging its useful life. It is applied best in a heated condition at about 150° F. Timbers should be thoroughly dry and submerged about three or four hours.

Sold in Steel Barrels.



Refined Paraffin Wax hardens immediately, making an airtight coating on the silo wall which prevents silage loss caused by frost and mold. Apply it with a whitewash brush as the silo is being filled—no need for ladders or scaffolding.

This fence will last longer because the posts are treated with Wood Preserving Liquid Asphalt to prevent them from rotting. Posts may be treated easily and with very little labor by dipping the butts in a barrel or vat of the Liquid Asphalt.



Dusty roads are not only unhealthful and extremely disagreeable to drive over, but are dangerous as well. Dust blowing from the road ruins the curtains, floors and rugs in your home, too.

Farms located off the "main highways" have the advantages of pavement when dirt roads are surfaced with gravel or other surfacing material mixed with oil. The regular maintenance equipment is all that's needed to do the job.

STANDARD ASPHALT ROAD OILS

For Serviceable Farm-to-Market Roads

Good management in the building of farm-to-market roads requires careful attention to cost of construction and maintenance, durability, and riding qualities. It also requires that the tax payers receive the greatest return on their money, with most miles of paved roads suitable for all traffic requirements.

Roads built with Standard Asphalt Road Oil not only can be constructed at low cost, but, because of their durability and resistance to traffic wear, can be maintained at very small expense. They give full value for every dollar invested.

Thousands of miles of roads in the middle west have been constructed with Standard Asphalt Road Oil. These roads, many of them being in service for years, have demonstrated that they have every desirable quality required in a good road.

Today when every road building dollar needs to be used to best advantage, no highway builder or tax payer can afford to overlook the advantages of roads built with Standard Asphalt Road Oil.

Standard Asphalt Road Oils are made in several grades, differing chiefly in the asphaltic content.

These oils meet all road requirements but it is important that the right grade be used for the job.

Standard Oil Company offers the advice and services of its highway engineers, free of charge, to any community contemplating the oiling of its roads or streets. These highly trained men will make a survey of the roads, recommend the correct grade of oil, and supply the contractor with detailed instructions for the preparation of the road and the application of the oil. If desired, one of these engineers will be present personally during the construction of the first stretch of roadway.

Public funds not being available, thousands of farmers are buying Stanolind Road Oil in barrels and applying it to their driveways and the road in front of their homes. This keeps the dust down at very little cost.

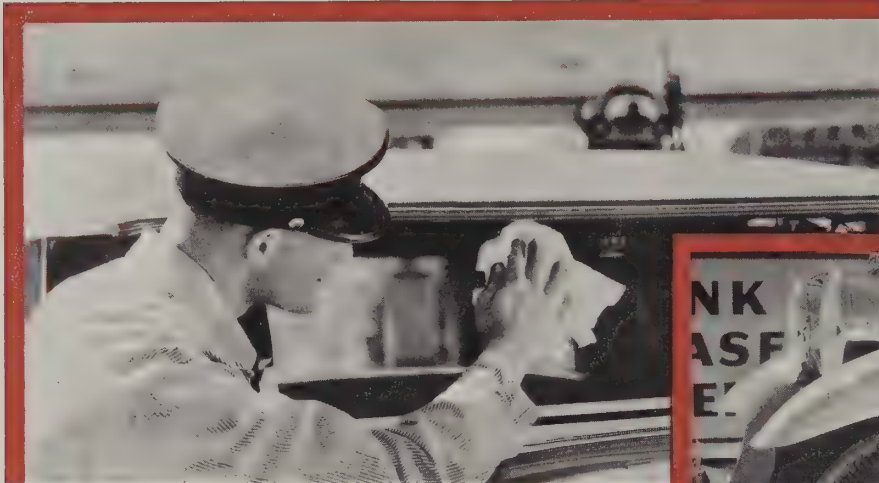
Farmers who are on township or county highway commissions should investigate Standard Asphalt Road Oils and Standard's free engineering service. It will save money for the whole community and relieve the individual taxpayers of unnecessary expense.

If you would like further information on low-cost paved roads, write to the Asphalt Department, Standard Oil Company, Chicago.



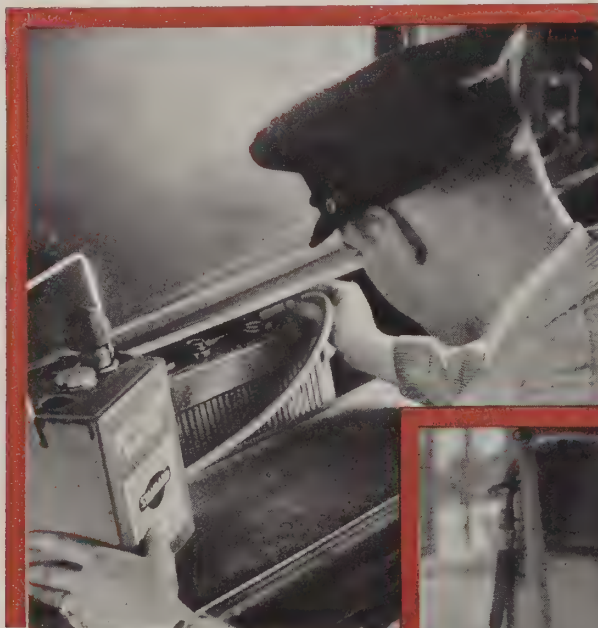
Scene on a Minnesota State Highway treated with Standard Asphalt Road Oil. The Asphalt Oil mixed with gravel, cinders, shell or other base material forms a hard-surface road that is good for year-around service. Maintenance expense is reduced to the minimum.

Standard Oil Service—that costs nothing at Standard Stations

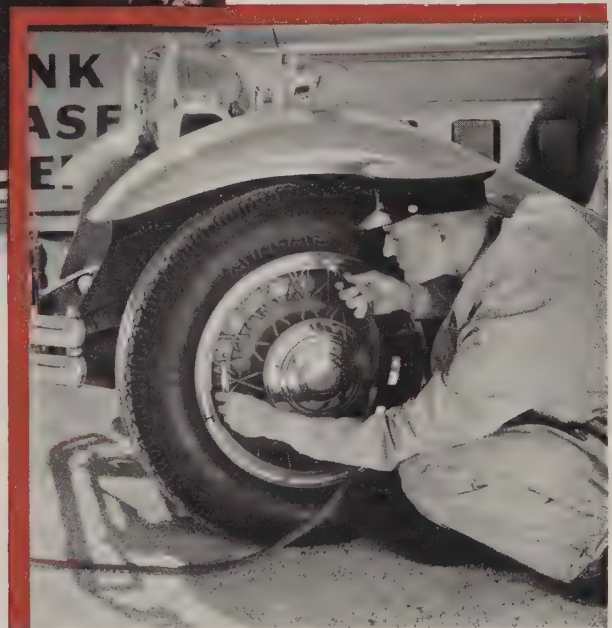


Windshield Cleaned . . . a cheerful attendant cleans your windshield the moment you stop at a Standard Oil Station. He will clean the rear window and all the others, as well as wipe off your license plates and head lights, if you have time to stop.

Battery Checked . . . and pure distilled water added if needed. Your battery should be checked regularly every two weeks during the summer and even oftener during the winter months. A battery that is low on water cannot store up power as it should.



Water in the Radiator . . . without your asking for it. Running low on water is dangerous—and unnecessary. Just drive into the first Standard Oil Service Station you come to and the attendant will fill the radiator in a jiffy. He will also check the anti-freeze solution for you when the weather is cold.



Tires Inflated . . . rapidly, by a man who knows exactly how much air each tire should carry to give best service. Numerous official tests prove that if you run your tires *five* pounds under-inflated, you lose 20% of the mileage built into them.



STANDARD OIL PRODUCTS

for Motor Cars, Trucks, Tractors

and General Farm Machinery

MOTOR FUELS

THE well-known line of Standard Oil gasolines and other fuels, motor oils and greases are becoming more and more popular every day. There's a reason. Standard Oil Products are *better than ever!*

LUBRICATING OILS

Never-ending research leading to new and further advanced methods of refining put more and more quality into Standard Oil products. Gasolines have higher anti-knock than has ever been known; Perfection Kerosene is purer and gives more light, heat and power; Stanolex Fuel is greatly improved; motor oils and greases are still better than ever.

GREASES *and* TIRES

And, in addition to constantly improved *Quality*, you get unsurpassed *Service* at your door.

Delivery Service is only part of his job . . . Remember, the Standard Oil Agent is an Authority in Your Field when it comes to petroleum products for the farm. Put your problems up to him and benefit by Standard Oil Company's many years of research and experience.



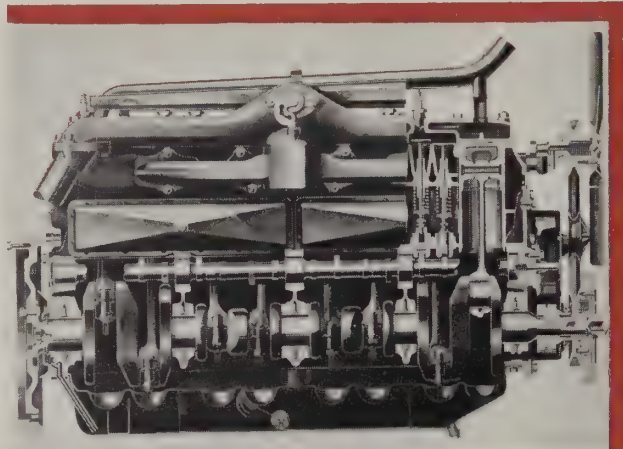
Red Crown Ethyl Gasoline

WHETHER you're out for a pleasure ride or making a hurried trip to town, you get greater joy from driving when you use a gasoline that utilizes all the power built into your motor. Put Red Crown Ethyl in the tank and enjoy the new life it gives your car.

Red Crown Ethyl Gasoline is the very finest gasoline science can produce with a full measure of Ethyl added. The Ethyl fluid controls the combustion rate of the fuel. It keeps it from burning too quickly at high temperatures produced either in high-compression motors or regular motors caked with carbon. It truly "knocks out that knock."

Red Crown Ethyl is more volatile, livelier, quicker-acting and has a substantially higher anti-knock rating now than ever before. By burning completely and uniformly, it actually produces more power and causes motors to run smoother and quieter.

Whether used in new motors or old, Red Crown Ethyl Gasoline awakens the engine to life the instant you touch the starter. It sends the car off like a



Modern, high-compression motors require a high-compression fuel. Red Crown Ethyl Gasoline is the perfect answer to that need.

greyhound. Why? Because Red Crown Ethyl Gasoline is full of *fresh*, volatile, quick-starting light ends. It reduces gear shifting because the added power it develops enables you to take most hills in "high." It makes available all the power the engine was designed to develop, particularly where the going is heavy—and it eliminates knocking.

Standard Red Crown Gasoline

YOU have probably been acquainted with Red Crown Gasoline as long as you can remember buying fuel for an automobile. For many years Red Crown has been the finest straight gasoline money could buy.

Standard Red Crown Gasoline contains the *power to pass* on hills, the *pep* for quick get-away . . . and gives the *extra miles* per gallon that mean genuine economy on either long or short drives.



Its improvement has more than kept an even pace with automotive development.

Now, known as Standard Red Crown, it has been improved even further. Its anti-knock quality has been increased. It is seasonally adjusted. It has been made even quicker-starting. This means fast get-away and pick-up in all weather, smoother engine performance on the long drives, and exceptional mileage under all driving conditions.

And when you put Standard Red Crown Gasoline in your tractor—whether you use it all the time or merely to warm up the motor before switching to Perfection Kerosene or Stanolux Fuel No. 1—it acts the same as it does in your car. The tractor motor starts easier—no unnecessary cranking. It runs smoother—because Standard Red Crown burns completely and evenly. It develops full power—because Standard Red Crown is a *powerful* fuel.

Standard Red Crown Gasoline is a triumph of refining skill! Being seasonally adjusted, it gives top-notch efficiency each month of the year—on hottest days in summer or coldest days in winter.



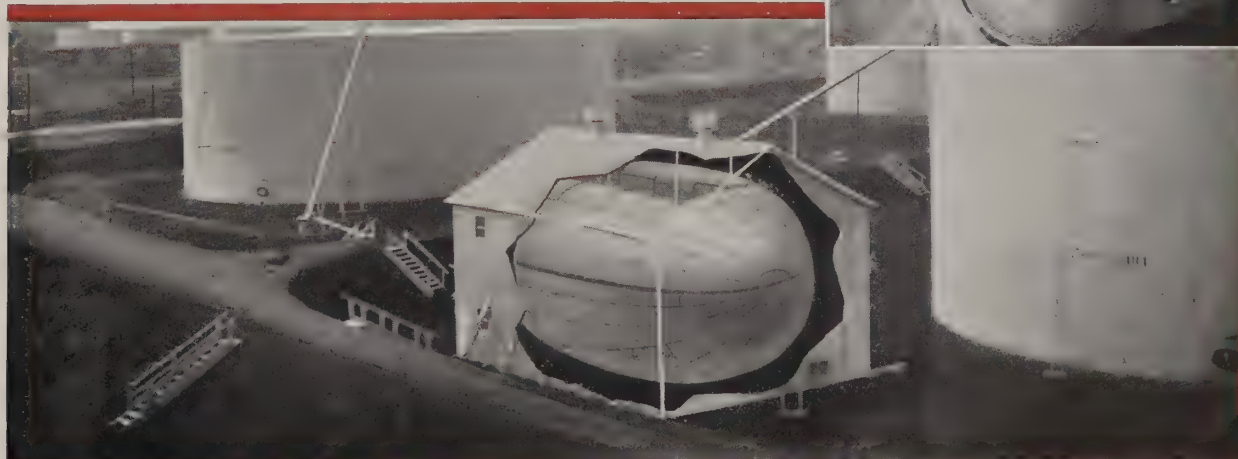
In the development and production of Polarine and Iso-Vis Motor Oils, the best laboratory methods and equipment and the finest engineering skill in the industry are employed.



Here's how carbon forms on the cylinder head, valves, etc., of your motor. Standard's high-quality motor oils and gasolines greatly reduce harmful carbon formation.

The largest single unit cracking plant in the world is at Standard Oil's Whiting, Indiana, refinery. Quick-starting, seasonally adjusted Standard Red Crown Gasoline—brim-full of highly-volatile, fast-starting fractions—is made here.

"Breather Bags"—an exclusive feature with Standard Oil Company—retain the light, quick-starting fractions that would otherwise be lost by evaporation on hot summer days and return them to the gasoline as the tanks cool at night. Surplus quick-starting fractions, stored up during the summer, are added to the gasoline in winter, making your car even *quicker-starting* on cold days.



Stanolind Gasoline

You may operate a truck, a tractor, or just the family automobile, but you will be delighted with the ready response of this economy gasoline when you open the throttle. It is made to scientific specifications, even above the U. S. Government and State requirements—in the world's most modern and complete refineries.

Stanolind Gasoline is by no means a *cheap* gasoline. It is *low* in price, but it is high in power output per unit. It offers positive proof that Standard Oil Company's fuels give you greatest *value* regardless of price.

Many farmers are using Stanolind regularly in their tractors because it is so inexpensive and eliminates all possibility of trouble from improper carburetor and manifold heat adjustments. Use Stanolind regularly in your tractor and you will enjoy the greatest gasoline value on the market.

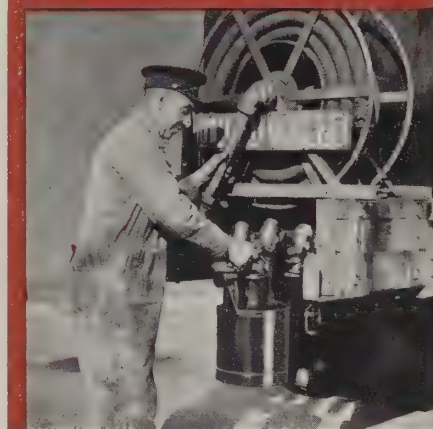
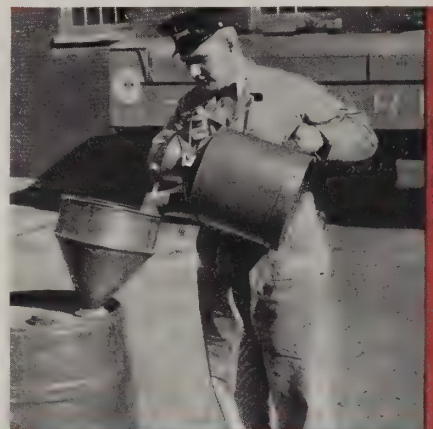
Stanolex Fuel

STANOLEX FUEL is made in four grades—Nos. 1, 2, 3 and 4. All are adapted to use in furnace oil-burners. Grade No. 1 is the purest and also is used extensively as a low-priced tractor fuel.

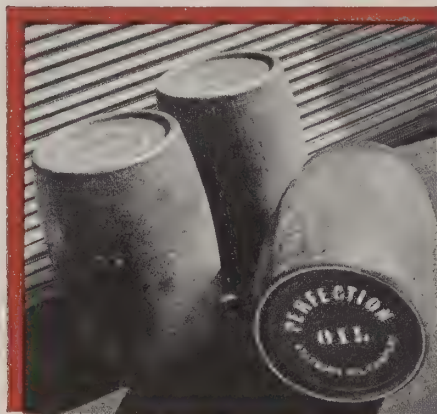
In body, Stanolex Fuel No. 1 appears similar to kerosene, except that a few of the elements which are not removed in the refining process lend a light-straw color to the fuel. It passes through the fuel line and carburetor as freely as any other type of fuel and vaporizes rapidly. Its power value per unit is exceptionally high.

Almost any tractor engine designed for operation with kerosene will burn Stanolex Fuel No. 1 efficiently—delivering maximum power all the time. The same carburetor setting and heat adjustment will handle either kerosene or Stanolex No. 1.

You get true economy combined with an abundance of ready power for tractors, trucks, and automobiles in high-grade Stanolind Gasoline.



Stanolex Fuel No. 1 is an efficient, low-priced fuel for tractors and furnace oil-burners.



Perfection Kerosene contains more heat, light, and power per gallon than any similar fuel.

Perfection Kerosene

IF YOU USE KEROSENE for fuel in your tractor, and want to get full power combined with smooth, easy operation, just fill the tank with Perfection Kerosene. It will generate all the horse-power that the manufacturer built into the motor. Being always of the same high quality, it burns uniformly without frequent carburetor adjustments.

For best results, also use Perfection in your kerosene stove and heater, in the incubator, lamps and lanterns. It burns clean and odorless and does not clog the wicks. The complete removal of all injurious sulphur compounds during the refining process insures long burning and a bright, hot flame.

Use Perfection Kerosene for cleaning bath tubs and aluminum ware; mix it with water for washing windows; use it to remove grease from your hands.

Perfection is a clear, water-white, carbon-free kerosene. No matter what you use it for, when buying kerosene insist on Perfection and get the best.



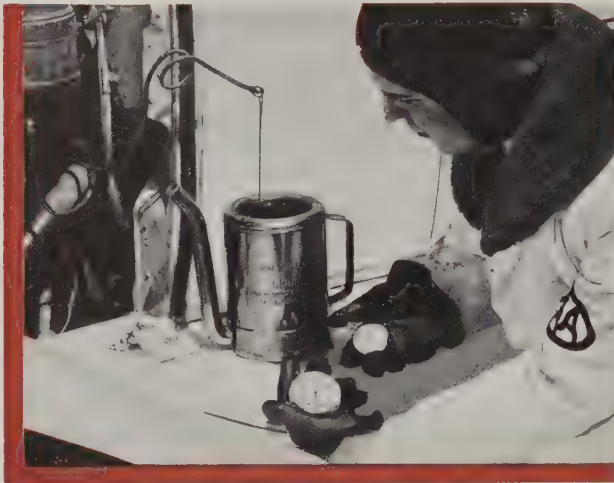
Perfection Kerosene burns clean and evenly, producing a hot, steady flame for cooking. Perfection Kerosene contains the greatest number of heat units per gallon. So insist upon Perfection and get your money's worth when buying kerosene.



Pulling a four-bottom plow in heavy soil is a job requiring plenty of steady power. Whether your tractor is designed to operate on gasoline, kerosene or distillate, you will find that Standard Motor Fuels enable the motor to develop all the power its manufacturer built into it. And Standard's complete line of Motor Oils and Greases will keep all the moving parts running free and easy with the minimum of wear.



Clean-burning Perfection Kerosene gives more light because it eliminates smoked chimneys on lamps and lanterns. It is the ideal fuel for portable heaters, too, on chilly fall evenings.



Tests made on 13 popular cars by the Contest Board of the American Automobile Association showed that Iso-Vis flowed freely in an average of $2\frac{3}{5}$ seconds after engines started, at zero temperature.

Iso=Vis Motor Oil

ANY ordinary motor oil becomes diluted by unburned fuel seeping around the pistons into the crankcase. Beyond a certain point, however, the percentage of dilution remains practically constant because as fast as additional fuel enters the oil it is eliminated by evaporation.

Through years of research, both in the laboratory and in actual driving tests, Standard Oil scientists perfected a diluent which, when added to the lubricating oil, enables it to maintain its viscosity as long as used.

The motor oil resulting from this long search is Iso=Vis—an oil *which never thins out from dilution*.

In Iso=Vis, a heavier base oil is used and pre-diluted in exactly the correct percentage so it will maintain a constant body as long as it remains in the motor.

Iso=Vis offers three distinct advantages: (1) *It flows immediately*, even in zero weather, assuring positive lubrication to every moving part of the motor right from the start; (2) *It lubricates perfectly*, circulating freely through fine oil passages to every bearing; (3) *It does not thin out*. Iso=Vis is neither too heavy nor too light—but exactly right—when put into the motor, and it maintains an even body as long as it is used.

There are several grades of Iso=Vis Motor Oil—made to meet the needs of every type of motor.

Sold in Barrels, $\frac{1}{2}$ -Barrels and 5-gal. Drums.

Polarine Motor Oil

As you know, the best motor ever built will not give good service without good lubrication. That is why Polarine Motor Oil has been popular with automobile and tractor owners for more than twenty years. During all this time Standard Oil Company's lubrication engineers have been engaged in continuous research, keeping pace with improvements and changes in mechanical power.

Polarine Motor Oil is made to get the most power possible out of every engine by reducing friction, with its resulting wear and tear, to the minimum.

Polarine Motor Oil is basically the same high-grade lubricant as Iso=Vis, but without the addition of a diluent. It is made from selected crude, refined in the most modern refining plants.

Polarine Motor Oil is made in seven grades—ranging from the lightest to the heaviest, in order to provide an oil to meet exactly the lubricating requirements of every make of automobile, motor truck, tractor, lighting plant, "combine" engine, etc., on the market, regardless of weather temperatures.

The same motor will naturally require a different grade of Polarine for summer and winter operation. The use of the correct grade of oil will increase the life of the motor and save you the trouble and expense caused by improper lubrication.

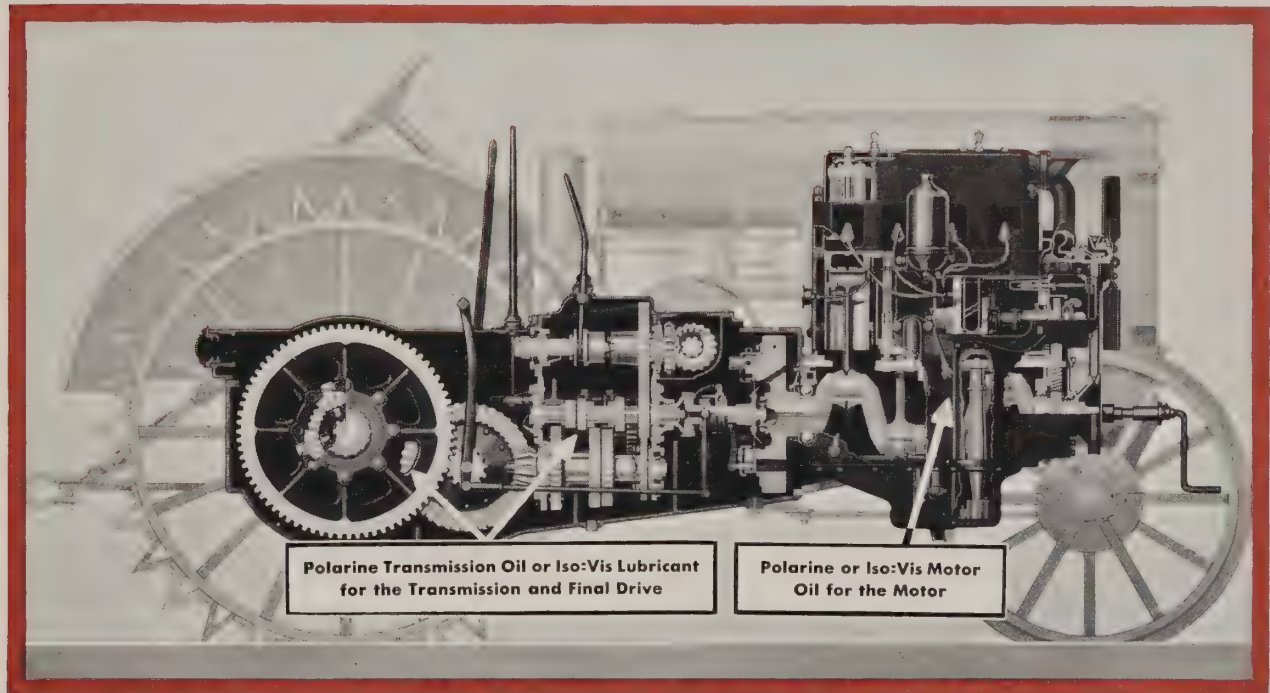
Sold in Barrels, $\frac{1}{2}$ -Barrels and 5-gal. Cans.



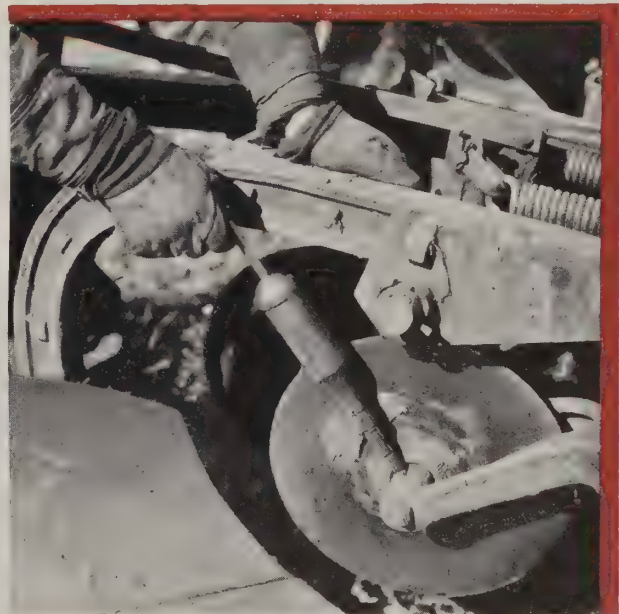
Polarine Motor Oil is made in several grades, from light to heavy, to meet exactly the requirements of your particular automobile, tractor, truck, harvester-thresher engine or light-plant motor.

POLARINE TRANSMISSION OIL AND ISO-VIS LUBRICANT are made for use in all tractors having transmission cases and final-drive housings designed to hold oil. These lubricants are made in summer and

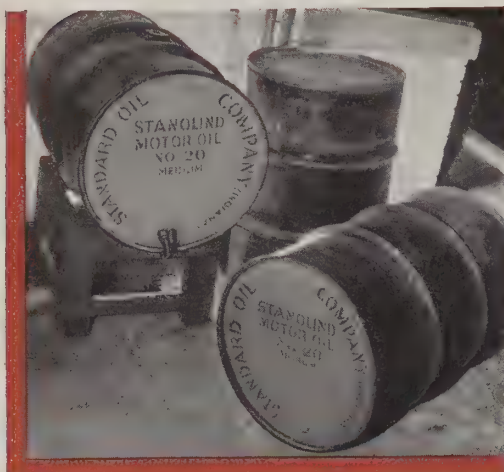
winter grades. Polarine and Iso-Vis Motor Oils are also made in several grades for all makes of tractor motors. For best results, be sure that you are using the correct grade for your particular tractor.



A tractor operates under full load from the time it starts until it stops. It takes a good motor oil to stand this heavy-duty service hour after hour. In Polarine or Iso-Vis Motor Oils you will find the highest quality and safest lubricant that money can buy.



Good lubrication is essential if long life and good service are to be expected from your equipment. The complete Polarine Grease line includes Cup Grease, Pressure Gun Grease, Fibre Grease, Water Pump Grease and several others for special purposes.



Here is a popular, good-quality lubricating oil made in several grades to sell at a most economical price.

Stanolind Motor Oil

STANOLIND MOTOR OIL is a good-quality lubricant for tractors, trucks and automobiles, made to sell at a price lower than Iso-Vis or Polarine. It rounds out and completes the motor oil line so that Standard Oil Company can offer a really good lubricant to meet every need in all price classes.

Like Iso-Vis and Polarine, Stanolind Motor Oil is made in several grades, ranging from Medium to Heavy, for various engine requirements and for summer and winter operation. It is important that the correct grade be used.

Your Standard Oil Agent will gladly give you complete information concerning the proper grade of Stanolind recommended for best all-around service in your motor.

Sold in Barrel lots.

Polarine Greases

ALL POLARINE GREASES are refined from the very best grade crude oil to produce a lubricant exactly fitted to definite uses. While there are several grades or types of Polarine, three general types will meet practically every farm need for automobile, truck, tractor and other equipment.

Polarine Pressure Gun Grease—Made for pressure grease gun systems of lubrication and is of the proper body to use on cars, trucks, tractors, threshers and all other machines equipped with proper fittings.

Polarine Cup Grease—This is a superior lubricant of exceptionally high quality and of the correct consistency for use in all machine grease cups, steering knuckles, wheel bearings, open-type universal joints and similar purposes.

Polarine Fibre Grease—Made for motor pump bearings, clutch collars and universal joints which require a lubricant of stringy or fibrous texture.

All are packed in 50-lb., 25-lb., 10-lb., 5-lb. and 3-lb. Tins—and larger containers. Polarine Cup Grease is also packed in 1-lb. Tins.

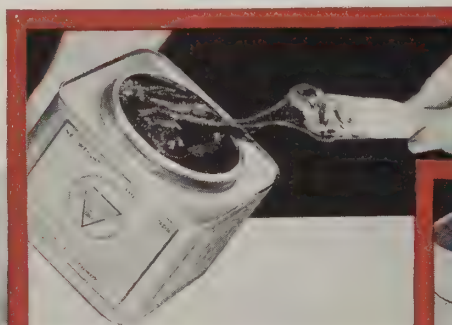
Polarine Transmission Oil

A HEAVY bodied gear oil of correct lubricating and adhesive properties for use in transmissions, differentials and rear axle gears of tractors, trucks and motor cars, where housings are designed to hold oil. It is the proper lubricant for worm gears, for separate clutch spring housings and drive chains.

Made in grades for summer and winter temperatures.

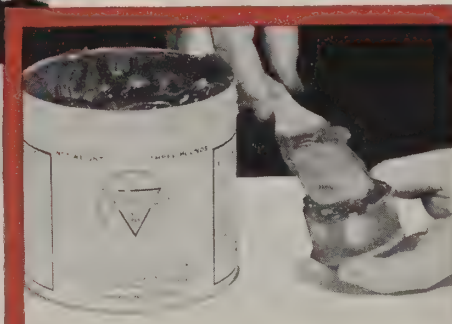
Sold in Barrels, 100-lb. Drums and 5-gal. and 1-gal. Cans.

Polarine Pressure Gun Grease—for all bearings equipped with proper fittings.



Polarine Fibre Grease — a stringy, clinging lubricant that is made to meet special needs.

Polarine Cup Grease—for use in all types of hand-operated grease cups.



Iso=Vis Lubricant

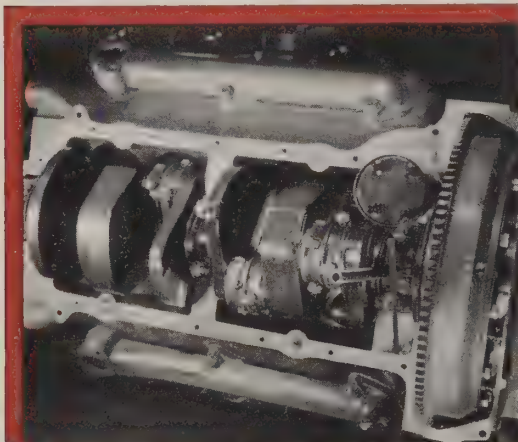
Iso=Vis LUBRICANT is a superior-grade transmission oil of slow-flowing consistency recommended as an all-weather lubricant for transmissions that will not hold a thinner oil. It has sufficient adhesiveness to cause it to cling to gear teeth, spring bolts and bearing surfaces, giving perfect lubrication at all times. Being waterproof, too, it will not wash off when used on exposed surfaces.

Iso=Vis Lubricant is affected by weather temperatures to a lesser degree than other oils of this type, thus making gear shifting in cars and tractors easier even on frosty days.

Iso=Vis Lubricant is made in two grades—"A" and "B." Lubricant "A" is designed for ordinary year-around use. Lubricant "B" is prepared for motors which must be operated during extremely cold weather and where it is necessary to use a transmission lubricant heavier than oil.



Iso=Vis Lubricant "A" and "B" is put up in economical-size containers for farm trade. There are 50-lb., 25-lb., 10-lb. and 5-lb. Tins—and larger containers.



You can prevent the possibility of burned out bearings due to clogged oil lines by flushing the crankcase regularly with genuine Polarine Flushing Oil.

Polarine Flushing Oil

POLARINE FLUSHING OIL is a very light-bodied, clean lubricating oil, unsurpassed for flushing and removing sludge from crankcases, piping, oil grooves and screens in all kinds of motors. It is colored green for easy identification.

When you drain the crankcase on your car, truck, or tractor, half-fill it with Polarine Flushing Oil, start the motor and run it, idling, at moderate speed for about three minutes. The Flushing Oil cleanses the entire lubricating system of grit, dirt and sludge. Drain again and refill with fresh Iso=Vis or Polarine. Use Polarine Flushing Oil regularly and you will never be bothered with faulty lubrication.

Sold in Barrel lots.

To preserve that bright, new-car appearance, use Semdac Auto Polish regularly. It removes "traffic film."

Semdac Auto Polish

KEEP that bright, new look on your car all the time with Semdac Auto Polish. Just rub over the surface with a cloth saturated in Semdac. This dissolves the grime, rain spots and dirt film which gives that dull, drab appearance. Follow up by rubbing lightly with a clean, dry cloth to bring out the brilliance of the original finish.

Semdac is a dual-purpose polish. It cleans and polishes—restoring the greatest luster with least effort. It is prepared especially to preserve modern automobile finishes.

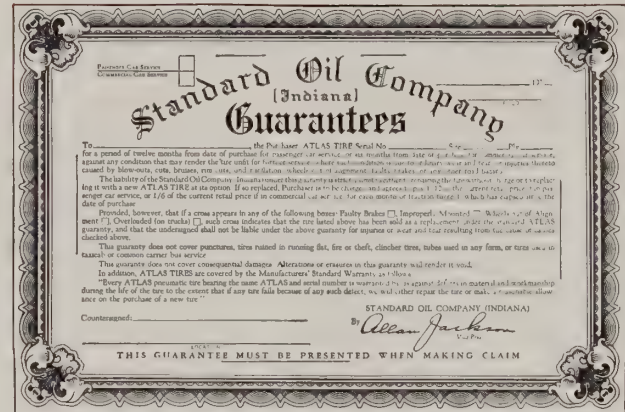
Sold in 1-gal. Cans and 1-pt. Bottles.



ATLAS TIRES

Guaranteed by Standard Oil Company

ATLAS TIRES are first line tires in their own right. The elastic ply construction assures resistance to wear and abuse. They are designed for extra safety, smooth running, and long wear. And in addition to these points, *Atlas Tires are backed by a written guarantee from the Standard Oil Company.* Atlas Tires are sold and serviced at more than 30,000 service stations—there's bound to be one near you!

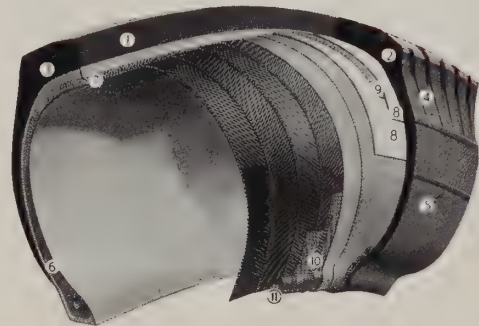


A written Guarantee for each Tire—Protects your tires for one year on Passenger cars or six months on Commercial cars.

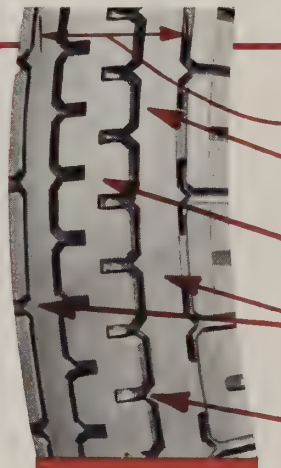
You Are Protected Against—
Cuts, Bruises, Blowouts, Rim Cuts, Accidents, Wheels Out of Alignment, Faulty Brakes, Under-Inflation and All Road Hazards except Punctures and Running Flat.

STUDY THESE POINTS

1. Extra thick tread of highest-grade rubber.
2. Deep non-skid assures safety.
3. Extra thickness here increases tire life.
4. Sturdy buttresses give extra traction in mud.
5. Thick sidewall of tough tread rubber.
6. Tough, rubber-coated cord carcass.
7. Thick layers of rubber between plies.
8. Two heavy layers of cushion rubber.
9. Strong open-weave breaker strip.
10. Special locking-in of plies reinforces sidewall and anchors in the bead.
11. Bead construction of finest steel cable.



Your tires are protected by the Standard Oil guarantee against all cuts and bruises.



More actual tread contact than any other tire.

Extra thick anti-skid tread.

"Center Traction" tread has high anti-skid value.

Continuous "Running Ribs" at shoulders where weight is greatest.

Rounded corners inside anti-skid pattern prevent splits and cracks.

STANDARD OIL PRODUCTS

for General Household Use

GIVE YOU MORE LEISURE . . .

SAVE NEEDLESS LABOR . . .

BEAUTIFY THE HOME

STANDARD OIL PRODUCTS contribute to the health and happiness of the farm family as well as to the life of farm machines and the productiveness of farm enterprises. Many of these products are made especially for household use—to save time and labor, to combat insect pests, and to improve the appearance of the home. Standard Oil contributes something, directly or indirectly, to almost every phase of farm life.



Cleaning and polishing furniture becomes an easier task and takes much less time when you use Semdac Furniture Dressing regularly.

Semdac Furniture Dressing

A SPICK and span household—without constant cleaning and dusting—is the desire of every housewife. Semdac Furniture Dressing helps fulfill that desire by enabling you to clean and polish your furniture with half the work required when the ordinary methods are used.

Merely applying this creamy liquid removes the dirt—the dressing does the work. Gentle rubbing with a soft, dry cloth brings out all the beauty that's in the wood. This dressing imparts a protective film to the surface of the wood so the dust slides off instead of sticking. Try it on your radio, piano, chairs, table and other furniture and see how it improves their appearance. It's good for fine varnished and enameled woodwork, too.

Sold in 5- and 1-gal. Cans and Pint Bottles.





Superla Insect Spray is sold in 5-gal., 1-gal., 1-qt., 1-pt. and 1/2-pt. Cans—and larger containers. It may be used effectively with any sprayer that produces a fine mist which floats in the air.

Superla Insect Spray

BECAUSE the health and comfort of the family has first consideration at all times, a relentless battle is waged against disease-carrying flies and other insect pests that invade the home. Odds are decidedly against insects when you use Superla Insect Spray.

Superla is particularly effective for ridding the kitchen and milk house of ordinary summer flies—and its fine mist is just as deadly to mosquitoes, roaches, bedbugs, ants, gnats and moths. Yet it is harmless to human beings and household pets.

In this war of insect extermination in the home, the clean-up is made easy, thorough and pleasant for the housewife who uses Superla Insect Spray. The fine spray kills flies, mosquitoes and other pests instantly. The few cents it costs to apply Superla make it a necessity in every home. Try Superla once and you'll never be without it.

Superla has a clean, invigorating odor. It is an excellent deodorant for kitchens, bedrooms, storage spaces, etc. It does not stain delicate fabrics or wall paper, nor does it rust or corrode metals.

When you use Superla, a few cents a day keeps insect pests away.

Semdac Liquid Gloss

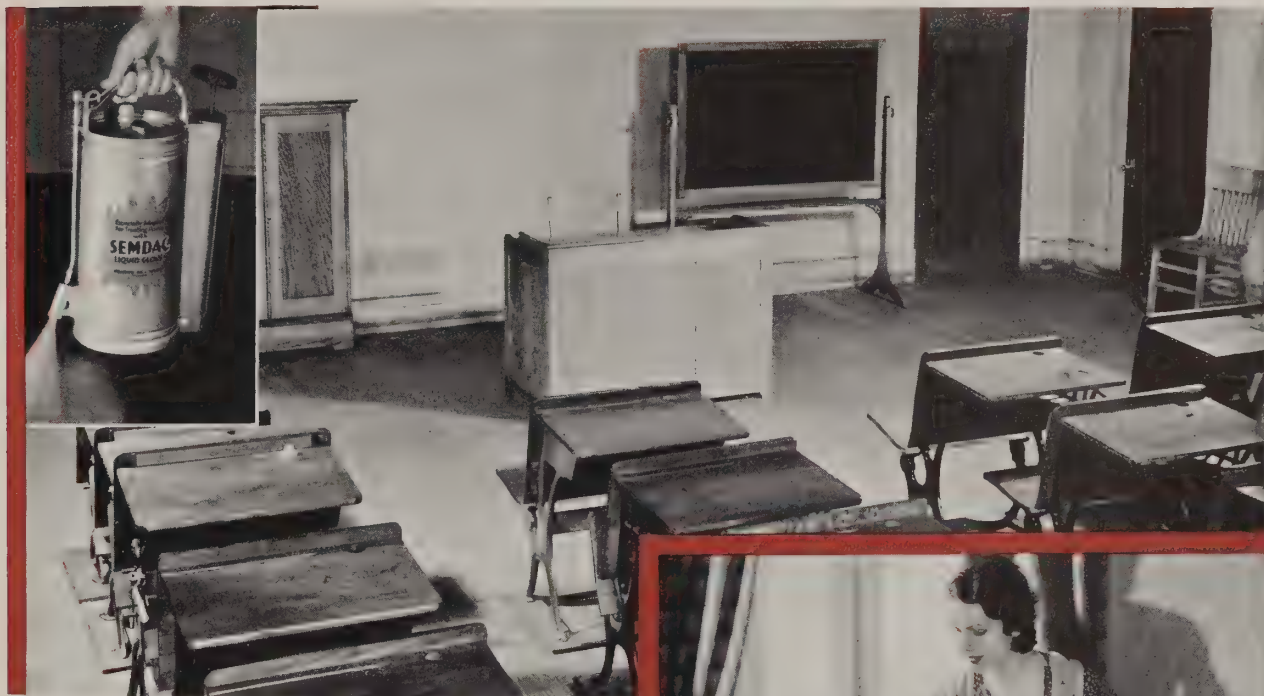
You can double the life of your composition floors, wood floors and wood work, and keep them bright and attractive all the time, by the use of Semdac Liquid Gloss. It protects the surface and eliminates excessive wear. Floors treated with Semdac Liquid Gloss have a protective covering which makes frequent scrubbing unnecessary. It may be applied to new or old floors with equal benefit.

Here's a tip: A little Semdac Liquid Gloss on the floor mop will quickly remove all dust from the floor and give the surface a fresh, lustrous sheen. Semdac is excellent for putting new life in floor mops and for use on dust cloths to keep dust from flying. It may be used with equal benefit and success on all kinds of woodwork.

Semdac is used on the floors in schoolrooms, churches and other public buildings because it eliminates dust and checks the spread of common diseases. When large floors are to be covered, the Semdac Sprayer makes the job a quick and easy one.

Semdac Liquid Gloss comes in various size containers for home or schoolroom use—5-gal., 1-gal., 1/2-gal., 1-qt., 1-pt. and 1/2-pt. Cans; also 15-gal. Drums, 1/2-Barrels and Barrels. It may be used on an ordinary dust mop or applied with a Semdac Sprayer.



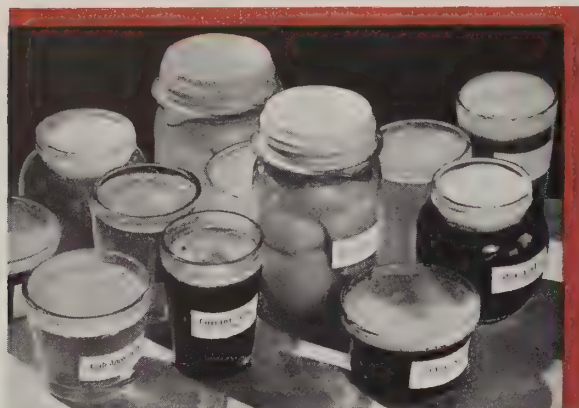


Many public schools, both in the country and in the city, have cut down on the spread of common diseases by keeping the floors properly treated to eliminate dust, the hiding place for germs. Floors treated with Smdac Liquid Gloss need scrubbing less often, thus reducing the labor necessary to keep them clean. The Smdac Sprayer makes the application of a thin, even coat of Smdac Liquid Gloss a simple and easy job.



Floors treated with Smdac Liquid Gloss take on a bright, lustrous sheen, bringing out all the beauty of the wood. Use a few drops regularly on the dust mop and dust cloth.

Superla Insect Spray kills flies, ants, etc., by "gassing" them. It rids the home of disease-carrying insects, thus contributing to the health of the entire family.



The contents of these glasses will be as fresh a year from now as the day they were canned. Parowax protects jellies, canned fruits, etc., against spoiling. *It seals the flavor in!*

Parowax

JELLIES, canned fruits, etc., will retain their natural sweetness and flavor indefinitely when properly sealed. Parowax supplies the modern and easy means of effecting a perfect seal on all types of glasses, jars and bottles. A small amount poured over the top of jams and jellies in open glasses quickly forms an air-tight seal. Jars and bottles closed with glass or metal tops, or corks, are perfectly sealed by dipping the tops in melted Parowax.

Shave a little Parowax into the wash boiler with the clothes. It helps to loosen dirt without hard rubbing and makes the clothes whiter. Be sure to keep Parowax handy for use on the flatirons, too.

Parowax is packed in handy 1-lb. Cartons.

Finol—the oil of 1001 uses

IF SQUEAKING hinges, sticky rollers, etc., annoy you, keep a can of Finol ready to eliminate these annoyances whenever they appear.

Finol is an extremely fine oil, made especially to meet the demand for a light, pure oil for lubricating delicate and fast-running machines. It is recommended for such items as sewing machines, electric motors, guns, clocks, washing machines, wringers, hinges, razor strops, oil stones—and hundreds of others.

Finol will never harden, gum or become rancid. It lubricates perfectly, penetrating to the very heart of things. Keep a can of Finol handy all the time.

Put up in 8-oz. and 4-oz. Oilers for household use.



Finol is the ideal lubricant for sewing machines, carpet sweepers, clocks, furniture rollers, cistern pumps, clothes wringers, and hundreds of other articles about the home.



The Candle Shop line of candles includes various shapes and colors for every home decorative need. Candles lend a festive touch throughout the home at all seasons of the year.

Candles—for every season

CANDLE light is soft and pleasing. It radiates friendliness and hospitality that can be expressed in no other way.

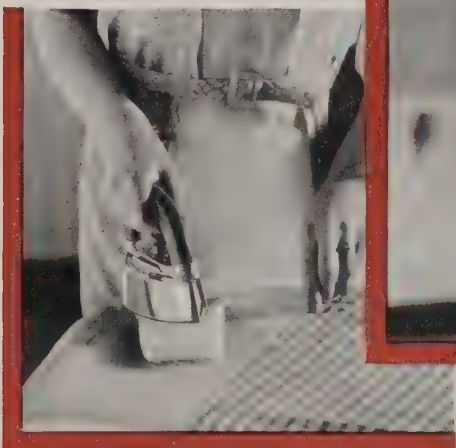
Candles are correct for every table setting—they are in perfect taste throughout the home. They blend with or add a touch of contrast to almost any decorating color scheme.

The Candle Shops of Standard Oil Company produce the most elaborate, most varied and most representative line of decorative, religious, and commercial candles in the world. Ask for the special folder which illustrates in colors Candle Shop candles for every purpose.



Whether the occasion be a Thanksgiving feast, a Christmas dinner, or just a Sunday night supper for the family, candles are always in order. The Candle Shop line of candles includes proper colors to blend with any home decorating scheme.

A thin coating of Parowax poured over the top of a glass of jam or jelly seals in all the natural sweetness of the fruit until that seal is broken. It is easy to use and is decidedly inexpensive. Parowax has long been a useful friend in the laundry, too. When put into the washboiler, it helps to release the dirt without hard rubbing—and it cleans the flatirons perfectly.



Keep a package or two of Parowax on hand all the time so you'll have it when you want it. It never spoils and may be melted for use in a minute.

Gas Machine Gasoline

GAS MACHINE GASOLINE is an extremely close cut, volatile gasoline fuel designed exclusively for the underground carbureting type of gas-lighting gas machine. The volatility of this fuel insures complete vaporization and the elimination of any heavy residual accumulation in the carburetor. The close cut fractions of Gas Machine Gasoline insures the production of a gas of very uniform heating and lighting value, eliminating the necessity of frequent changes in the air-proportioning valves of the burners.

Gas Machine Gasoline is recommended for absolutely no use other than that for which it is especially made.

Sold in Barrel lots.

Standard Lighting and Stove Gasoline

THIS gasoline is especially refined for use as a fuel in either gravity feed or pressure type gasoline lamps and stoves. Numerous laboratory tests and long commercial use have proved it the perfect fuel for hanging and table lamps in the home, for gasoline lanterns, and for year-around cooking stoves. It possesses a good odor and unusual volatility, thus insuring quick lighting and good, steady operation of the appliance. The complete absence of sulphur and gummy materials prevents the nuisance of clogged feed lines and burners, and extends the life and usefulness of the lamp, lantern or stove in which it is used.

Use Standard Lighting and Stove Gasoline for best all-around service.

Sold in Barrel lots.

Stanolind Liquid Paraffin Heavy

THIS product is a tasteless, odorless, white mineral oil of heavy body. It is used in the home for mixing "foodless" salad dressings and other purposes where a pure mineral oil is desirable. Recipes for these dressings will be sent to you upon request.

Sold in 5-gal. and 1-gal. Cans.

Stanolax (Heavy)

STANOLAX (HEAVY) is a highly-refined, heavy-bodied, medicinal mineral oil especially prepared for treatment and prevention of constipation. It is a colorless, tasteless, non-fattening oil which lubricates the entire intestinal tract. Stanolax is not digestible, nor does it affect in any way the secretion or action of digestive fluids in the human system.

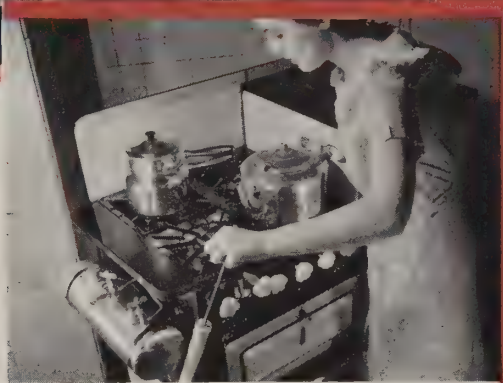
Available in Pint Bottles only.

Ivory White Stanolind Petrolatum

IVORY WHITE STANOLIND PETROLATUM is an exceptionally pure petroleum jelly, refined by a special process exclusively used by Standard Oil Company. Applied freely on burns, bruises, etc., it imparts a cool, soothing sensation that relieves pain. Dairymen use this product regularly for application on dry and cracked teats and udders of dairy cows.

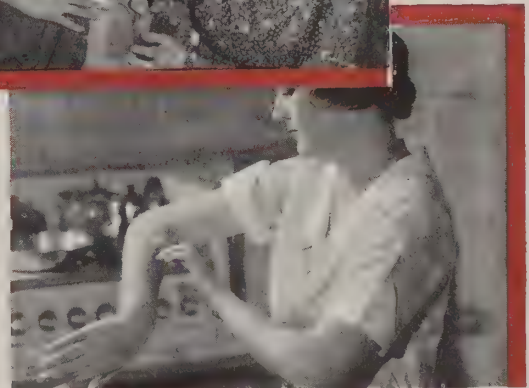
Packed in 10-lb. and 5-lb. Tins and larger containers.

Pressure Gas Lamps, Lanterns and Stoves require a special fuel for best results. Standard Lighting and Stove Gasoline is made especially for such appliances.



Health is Happiness. Stanolax keeps the human system healthy by serving as a gentle lubricant to the entire intestinal tract. It is a pure, tasteless, and odorless mineral oil.

Stanolind Liquid Paraffine Heavy serves as an excellent mineral oil base for combination with other ingredients in mixing of "foodless" salad dressings. Recipes upon request.



For quick relief from the first severe pains of burns and to soothe the pain of bumps and bruises, apply a liberal covering of Ivory White Stanolind Petrolatum.

Lubrication Recommendations

IN ANY motor, the use of the correct grade of motor oil for summer and winter operation is absolutely essential if you wish to prolong its life and get trouble-free service every minute it is in operation. This fact applies with equal weight to automobiles, motor trucks, tractors, and combine engines. The recommendations made by the Standard Oil Com-

pany, both for Motor Oils and Transmission and Differential Lubricants, are based upon years of research work carried on by Standard's engineers cooperating with those of the motor manufacturers. Follow Standard Oil Company recommendations for every motor that you operate and save useless repair bills and lost time due to breakdowns.

for Your Automobile and Motor Truck

MAKE	ENGINE								TRANSMISSION		DIFFERENTIAL	
	ISO=VIS				POLARINE				SUMMER	WINTER	SUMMER	WINTER
	HEAVY DUTY SUMMER	SUMMER	MODERATE WINTER	EXTREME WINTER	HEAVY DUTY SUMMER	SUMMER	MODERATE WINTER	EXTREME WINTER				

for Your Tractor

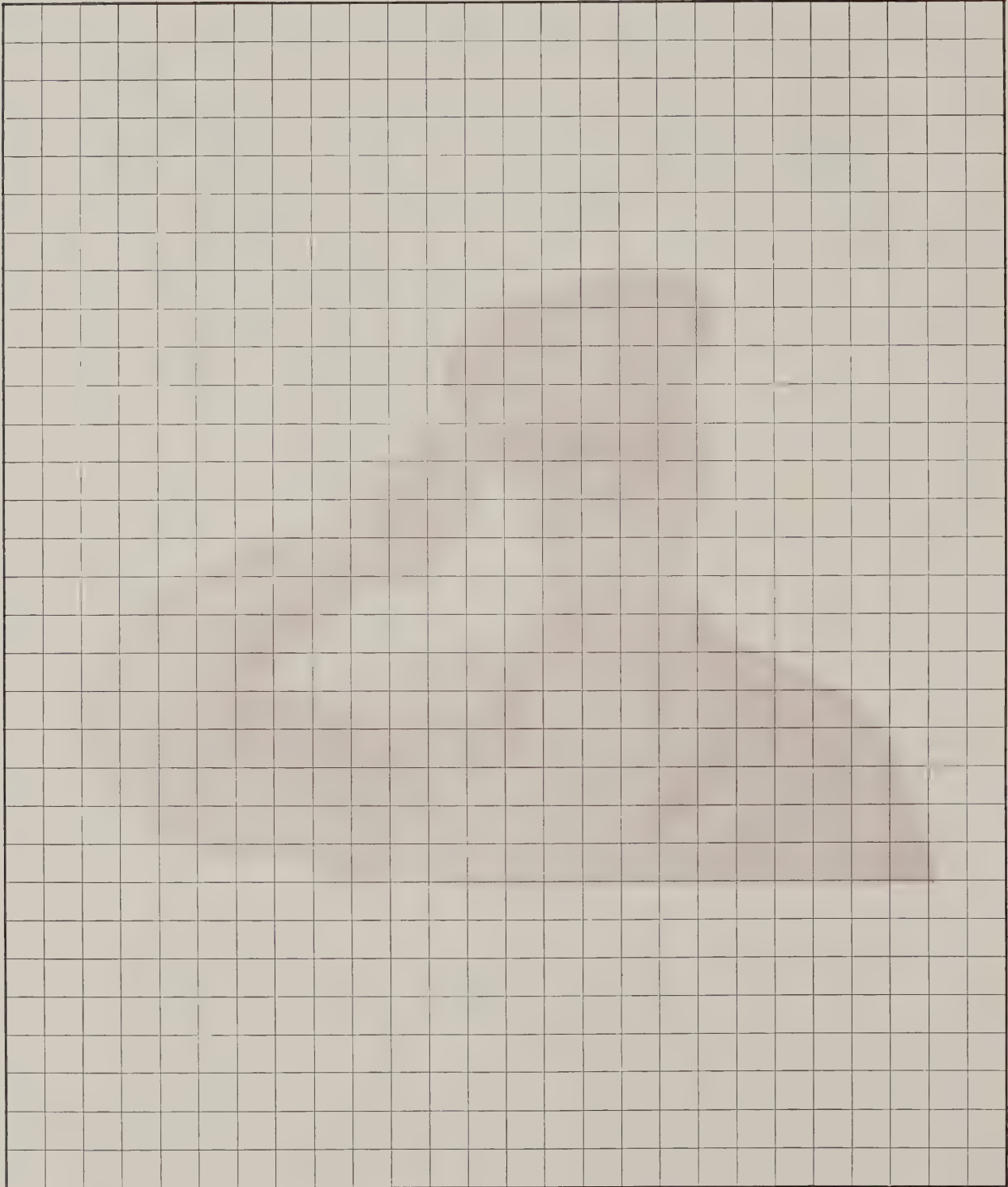
MAKE	ENGINE				TRANSMISSION and FINAL DRIVE	
	ISO=VIS		POLARINE		SUMMER	WINTER
	HEAVY DUTY	LIGHT DUTY	HEAVY DUTY	LIGHT DUTY		

for Your Combine

MAKE	ISO=VIS		POLARINE	
	HEAVY DUTY	LIGHT DUTY	HEAVY DUTY	LIGHT DUTY

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Memorandum Sheet



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Useful Every-Day Information at Your Fingertips When You Need It

Weights and Measures

Troy Weight—24 grains=1 pwt.; 20 pwts.=1 ounce; 12 ounces=1 pound. Used for weighing gold, silver and jewels.

Avoirdupois Weight—27 $\frac{1}{2}$ grains=1 dram; .16 drams=1 ounce; 16 ounces=1 pound; 100 pounds=1 cwt; 2,000 pounds=1 short ton; 2,240 pounds=1 long ton.

Dry Measure—2 pints=1 quart; 8 quarts=1 peck; 4 pecks=1 bushel.

Liquid Measure—4 gills=1 pint; 2 pints=1 quart; 4 quarts=1 gallon; 31 $\frac{1}{2}$ gallons=1 barrel; 2 barrels=1 hogshead. Barrels and hogsheads vary in size.

Long Measure—12 inches=1 foot; 3 feet=1 yard; 5 $\frac{1}{2}$ yards=1 rod; 40 rods=1 furlong; 8 furlongs=1 stat. mile; 3 miles=1 league.

Miscellaneous—4 inches=1 hand; 18 inches=1 cubit; 21.8 inches=1 Bible Cubit; 2 $\frac{1}{2}$ feet=1 military pace.

Square Measure—144 sq. inches=1 sq. foot; 9 sq. feet=1 sq. yard; 30 $\frac{1}{4}$ sq. yards=1 sq. rod; 40 sq. rods=1 rood; 4 roods=1 acre; 640 acres=1 sq. mile; 43,560 sq. ft. in 1 acre.

Surveyor's Measure—7.92 inches=1 link; 25 links=1 rod; 4 rods=1 chain; 10 sq. chains or 160 sq. rods=1 acre; 640 acres=1 sq. mile or section; 36 sq. miles (6 miles square)=1 township.

Cubic Measure—1,728 cu. inches=1 cu. foot; 27 cu. feet=1 cu. yard; 2,150.42 cu. inches=1 standard bushel; 231 cu. inches=1 standard gallon; 1 cu. foot=about four-fifths of a bushel; 128 cu. feet=1 cord (wood); 40 cu. feet=1 ton (shipping).

Metric Equivalents—Linear—1 centimeter=0.3937 inches; 1 decimeter=3.937 inches=0.328 feet; 1 meter=39.37 inches=1.0936 yards; 1 dekameter=1.9884 rods; 1 kilometer=0.62137 mile.

Square—1 sq. centimeter=0.1550 sq. in.; 1 sq. decimeter=0.1076 sq. ft.; 1 sq. meter=1.196 sq. yds.; 1 are=3.954 sq. rods; 1 hectare=2.47 acres; 1 sq. kilometer=0.386 sq. mile.

Volume—1 cu. centimeter=0.061 cu. in.; 1 cu. decimeter=0.0353 cu. ft.; 1 cu. meter, 1 stère=1.308 cu. yds., 0.2759 cd.; 1 liter=0.903 qt. dry, 1.0567 qts. liq.; 1 decaliter=2.6417 gals., .135 peck; 1 hectoliter=2.8375 bus.

Weights—1 gram=0.03527 ounce; 1 kilogram=2.2046 lb.; 1 metric ton=1.1023 English ton.

Approximate Metric Equivalents—1 decimeter=4 inches; 1 meter=1.1 yards; 1 kilometer= $\frac{5}{8}$ of a mile; 1 hectare=2 $\frac{1}{2}$ acres; 1 stère or cubic meter= $\frac{1}{4}$ of a cord; 1 liter=1.06 qts. liquid, 0.9 qt. dry; 1 hectoliter=2 $\frac{5}{8}$ bushels; 1 kilogram=2 $\frac{1}{5}$ lb.; 1 metric ton=2,200 lb.

* * *

Cord Wood—A cord of wood is a pile 4 ft. wide, 4 ft. high, and 8 ft. long, and contains (4x4x8) 128 cu. ft. Hence:

To find the number of Cords in a pile of Wood: Multiply length, width and height together; the product will be cubic feet, which are reduced to cords by dividing by 128.

Grain—To find the capacity of a Bin or Wagon Bed: Multiply the number of cubic feet by .8. For greater accuracy, add one-third of a bushel for every 100 cubic feet.

Ear Corn—Corn in the ear, when of good quality, measured after having been cribbed for several months, will average 2 $\frac{1}{4}$ cu. ft. to a bushel. Inferior corn will require from 2 $\frac{3}{8}$ to 2 $\frac{1}{2}$ cu. ft.

At 2 $\frac{1}{4}$ cu. ft. multiply cubic feet by 4, and divide the product by 9.

At 2 $\frac{3}{8}$ cu. ft. multiply by 8 and divide the product by 19.

At 2 $\frac{1}{2}$ cu. ft. simply multiply by 4 and point off 1 figure.

Hay—The quantity of hay in a mow or stack can only be approximately ascertained by measurement. Good timothy hay when thoroughly settled, will take about 350 cu. ft. to make a ton. If only partly settled, from 400 to 500 cu. ft.; while new hay will take 500 cu. ft. and over.

Weights and Rules

Weights, measures, etc., in this collection are approximate.

Atmospheric pressure at sea level equals 14.7 pounds per square inch, also equals 33.94 feet head of water.

1 cu. ft. of water weighs 62.4 lb.

12.4 cu. ft. of air weighs 1 lb.

1 cu. ft. contains 7.48 gallons.

1 gal. of water weighs about 8 $\frac{1}{3}$ lb.

1 pint of water weighs about 1 lb.

1 cu. ft. concrete weighs 144 lb.

1 cu. ft. sand weighs 90 to 110 lb.

Broken stone weighs from 90 to 110 lb. per cu. ft.

17 cu. ft. of clay weighs about 1 ton.

18 cu. ft. of gravel in bank weighs about 1 ton.

27 cu. ft. of gravel (dry) weighs 1 ton.

Mechanical Horse Power

A mechanical horse power is equal to 33,000 lb. raised 1 foot in one minute, or its equivalent.

Example—What horse power will a 1,500-lb. horse, pulling $\frac{1}{10}$ of its weight, deliver at two miles per hour?

$\frac{1}{10}$ of 1,500=150 lb. pull.

150x10,560 ft. (2 miles)=1,584,000 ft. lb. in 60 min.

1 min.=26,400 ft. lb. 26,400÷33,000= $\frac{4}{5}$ H. P.

* * *

Useful Information

To find diameter of a circle multiply circumference by .31831.

To find circumference of a circle multiply diameter by 3.1416.

To find area of a circle multiply square of diameter by .7854.

To find surface of a ball multiply square of diameter by 3.1416.

To find cubic inches in a ball multiply cube of diameter by .5236.

Doubling the diameter of a pipe increases its capacity four times.

Double riveting is from 16 to 20 per cent stronger than single.

One ton of coal is equivalent to two cord of wood for steam purposes.

There are nine square feet of heating surface to each square foot of grate surface.

Each nominal horse power of a boiler requires 30 to 35 pounds of water per hour.

To sharpen dull files lay them in dilute sulphuric acid until they are eaten deep enough.

The average consumption of coal for steam boilers is 12 pounds per hour for each square foot of grate surface.

To find the pressure in pounds per square inch of a column of water multiply the height of the column in feet by .434.

Legal Weight of Various Commodities

(Minimum Weights by U. S. Statute)

Barley	per bushel, 48 lb.
Beans, white	per bushel, 60 lb.
Blue Grass Seed	per bushel, 21 lb.
Bran	per bushel, 20 lb.
Buckwheat	per bushel, 48 lb.
Clover Seed	per bushel, 60 lb.
Coal	per bushel, 80 lb.
Corn, shelled	per bushel, 56 lb.
Corn in the ear	per bushel, 70 lb.
Cornmeal	per bushel, 48 lb.
Flaxseed	per bushel, 56 lb.
Oats	per bushel, 32 lb.
Onions	per bushel, 57 lb.
Peas	per bushel, 60 lb.
Potatoes, Irish	per bushel, 60 lb.
Potatoes, Sweet	per bushel, 55 lb.
Rye	per bushel, 56 lb.
Timothy Seed	per bushel, 45 lb.
Turnips	per bushel, 55 lb.
Wheat	per bushel, 60 lb.



STANDARD OIL
will allow no one
to undersell it on
VALUE